

Baraboo Public Art Association **MINUTES**

Minutes of E-vote, May 31, 2020 regarding chalk art project

Judy Spring moved that BPAA contract with Jamie and Craig Rogers at a cost of \$500 to create one large temporary chalk art work to be completed between June 18 and June 20, weather permitting, at a central downtown Baraboo location as yet to be determined. Motion seconded by Shelton. Others voting in favor: Geick, Huffaker, Palm, Stelling, Watson. Stelling announced the motion carried.

MINUTES, June 25, 2020

1. Zoom meeting attendance: Geick, Huffaker, McArthur, Palm, Rabska, Shelton, Spring, Watson.
Guest: Robin Whyte.
2. Shelton called the meeting to order at 4:02 p.m.
3. Geick moved to accept the agenda, Palm seconded; motion carried.
4. Huffaker moved to approve minutes of May 28. McArthur seconded; motion carried.
5. **Robin Whyte**, Greater Sauk County Community Foundation
 - a. Robin expressed appreciation for BPAA's starting a fund with the Foundation. BPAA has been added to the Foundation's website and will be folded into new materials for prospective donors.
 - b. **HOORAY!** Robin announced that an anonymous donor is willing to give a \$10,000 gift to BPAA's foundation fund and encouraged BPAA to use this as a challenge to raise a matching amount (or more). The donor is flexible about the contribution timing.
 - c. Challenge grant preparation
 - i. Decide if this is the time to undertake the challenge grant project.
 - ii. Put together a case statement, aka "elevator speech", what will raising the matching funds do for Baraboo? Be clear about the timeframe for giving (60 – 90 days)
 - iii. Create a list of potential prospects, prepare a plan for each donor, decide who will make the initial contact, who will make the visit.
 - iv. Prepare a timetable, allow time for initial letter, FB promo, press release, schedule contacts, make the visits, do immediate thank you letters.
 - v. Consider how to plan for multi-year pledges, develop a pledge form
 - vi. All BPAA board members should make a contribution so we can say "100% of the board has given."
 - vii. Marcy Heim, UW Madison and "Generosity Coach", uses this 3-part framework: "You have..." (tell what you know about the donor); "You understand..." (tell what you know of the person's beliefs or values about art in Baraboo); "Would you consider a gift of..." (Ask for a specific amount, then be quiet).
 - d. Regarding the BPAA Foundation fund, 5% per year is a healthy distribution back to BPAA (ex, if there is \$30,000 in the account, then use \$1500. Larger amounts can be withdrawn if needed.
6. **Treasurer's report:** \$16,907.20 in bank account. \$10,245.47 in Foundation account. Palm moved acceptance of report, Geick seconded, motion carried.
7. Standing item: Possible grants and funding sources. No additions.

OLD BUSINESS

8. **Chalk Art** project summary. Overall, the project went very well, given the short turnaround time. Watson noted a few lessons learned for next time. BPAA got good visibility from lots of people stopping by, social media posts and newspaper photo. As a result of this project, Bill Johnson is interested in contracting directly with the artists to have a chalk art event at his offices. Watson will find out if BPAA can be added as a sponsor or partner.
9. **Website, QR** codes. Nothing to report.
10. **Quilt Squares and sign panel.** McArthur reports that 15 squares are completed with three to go, plus one new one.
11. **Myron Sculpture Park.** Lead Elephant is on track for installation in August. Our unveiling plans need to be flexible. Geick Gardens. Nothing to report.
12. **Youth Mural update.** Spring reported that Isabella Martinez is in the process of translating the winning sketches onto the seven 4 x 8 ft panels. (Shelton suggested in May that Spring pursue a Good Idea grant.)
13. **“Wish List” of projects** for donors. Spring and Watson created a google doc “Baraboo Public Art Association 2020 Wish List.” We need time as a group to discuss these ideas and come to some agreement.

NEW BUSINESS

14. **Baribeau relief sculpture.** Palm reported that Homer Daehn has created a full-sized clay model of a voyageur stepping forth holding a paddle that could be cast as a bronze. The cost is uncertain; about \$100,000 was raised for the Tuscania artist fees, foundry casting and installation. Palm will check back with Homer about costs. Further discussion needed.
15. Palm noted that Paul Wolter, Sauk County Historical Society, will be installing **kiosks** along Water Street recognizing Indigenous People’s Day in October, paid for by the Ho Chunk Nation.
16. **Great Sauk Trail Art.** Palm described the artwork installed along the Sauk-Prairie portion of the Great Sauk Trail. It will take a few more years for the trail to be laid through Devil’s Lake Park to Baraboo where it might join up with the existing River Walk. Mike Hardy, Baraboo Parks, Recreation, and Forestry is the Trail contact for Baraboo. If there will be major art pieces expected along the Baraboo segment, then BPAA might play a role.
 - a. The Sauk Co Historical Society might install more permanent kiosks
 - b. McArthur referenced the pre-historic mounds as dimensional art. (Rob Nurre, contact). Palm noted the names of Council Street, Mound Street.

FOR NEXT TIME

17. When, why and how should we carry out the Foundation challenge grant? How much do we want to raise to serve as our Foundation “base”? We need to develop a prospective donor list. Continue refining our “Wish List” of projects for major donors.
18. When, why and how do we prepare for the cost of major pieces for the Great Sauk Trail. (note: maybe ask Lindsay from River Arts to give a brief presentation via Zoom at our August meeting.)
19. Motion by Geick, seconded by Watson to adjourn at 5 p.m.